

Liquor Chronicles

Department of Revenue

Liquor Distribution Team

October 2003

Phillips UV Vodka



UV Vodka is one of the fastest growing brands in the U.S.A. today. UV is a 60 proof, colored, flavored, quadruple distilled, domestic vodka, containing all natural flavors. UV Vodka is available in five flavors and colors: Blue Raspberry (blue), Cherry (red), Sour Apple (green), Orange (orange), and Vanilla (Ivory). This new and fun colored flavored vodka has been sweeping into new markets over the past 18 months and competing with the big vodka brands. UV Vodka was launched in January of 2002 in 12 states around the country. The brand sold 70,000 cases in its first year! After 18 months, UV Vodka is now the # 1 selling flavored vodka in five of its original 12 states.

Phillips Distilling Company produces UV Vodka. Phillips Distilling Company was established in 1935 and is based out of Minneapolis, Minnesota. Phillips created the first schnapps brand in 1935, and was the first company to develop flavored vodka back in 1953. Phillips Distilling Company has now taken the next step in the flavored vodka business with UV Vodka.

Source: Chad Brown, Mountain Region Manager, Phillips Distilling Company

Alcohol Responsibility Booklet

Enclosed with this newsletter is a booklet regarding the facts about alcohol sales and the law in Montana. The Montana Department of Transportation and the Montana Board of Crime Control provided the publication to us for distribution.

Columbus Day Holiday

As a reminder, Monday, October 13, is Columbus Day. All agency liquor stores with a Monday pick date will need to have orders in to the Helena office by 4:00 am on Wednesday, October 8, for processing.



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New Assignment

The assignment of the agency franchise agreement for the Chinook #28 agency liquor store was finalized September 17, 2003. The assignment was made from Ken Kuhr to Ellen Pyette. The agency location will remain the same.

No Store in Circle

No proposals were received in response to the Request for Proposals (RFP) to open a new agency liquor store in the community of Circle. In accordance with ARM 42.11.305 (7), the Department of Revenue will make no further solicitation for an agent in the community for three years.

Chester Update

The RFP process to solicit for an individual to operate an agency liquor store in the Chester has begun. Applications to receive an RFP must be received by October 6. The deadline for individuals submitting a proposal will be November 17.

Availability Pending

As many of you know, we have been out-of-stock on the Lagavulin Malt Scotch (100-5430-75) for more than four months and just recently the Oban Malt Scotch (100-5696-75). Unfortunately, we have not received word when we might be receiving these products again. According to the vendor, these products experienced a large inventory reduction, which created a national shortage. Once the vendor gives us more up-to-date information, we will pass that along to you. Any questions, please contact Steve Swanson at 1-800-332-6135.

Christmas Orders

Special order products for the holiday season are beginning to arrive in the Helena warehouse. We will ship these products with your regular orders as they are received. If you have any questions or concerns, please feel free to call Steve Swanson or Brett Wiensch at 1-800-332-6135.



Benjamin Franklin compiled a list of more than 200 synonyms for "drunk," including cherry-merry, nimptopsical and soaked.

Forms

Please take some time and check your supply of forms. Forms we currently use are Credit Form for Defective Merchandise and Transportation Breakage, Credit Form For Out of Stock Sale Items, Merchandise Return Request Form, Non-Listed Product Order Form and RLD forms. If you are low on any of these, please give Mickey Carlson a call at 1-800-332-6135.



Product Updates

New Products

- Blue Wave Raspberry Vodka
290-41286-75
12 pack @ \$9.95/bottle
- Danzka Citrus Vodka
265-34288-75
12 pack @ \$16.25/bottle
- Danzka Grapefruit Vodka
265-34291-75
12 pack @ \$16.25/bottle
- Danzka Vodka
255-34281-75
12 pack @ \$16.25/bottle
- Destinee Liqueur
449-73616-75
6 pack @ \$19.45/bottle
- Glengoyne Scottish Oak
100-901003-75
6 pack @ \$63.60/bottle
- Phillips UV Vodka 80 pf
280-37336-75
12 pack @ \$9.55/bottle
- Skorppio Vodka
255-901081-75
12 pack @ \$25.00/bottle
Yes, there is actually an edible scorpion in the bottle!

New Products (Continued)

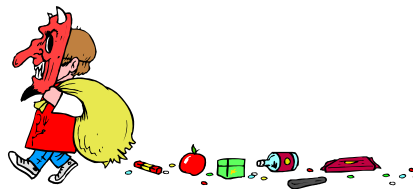
- Sylk Cream Liqueur by Drambuie
425-68870-75
12 pack @ \$18.95/bottle
- Truce Cognac RTD
449-77544-37
24 pack @ \$1.80/bottle

Price Changes

- Bunraty Potcheen (Glass)
449-64566-75
12 pack @ **\$22.50/bottle**
- Ricard Anise
415-66336-75
12 pack @ **\$24.35/bottle**

Spec Changes

- Casa Noble Anejo Tequila
499-89163-75
6 pack @ \$80.95/bottle
Was: 499-901030-75
- Casa Noble Reposado Tequila
498-87270-75
6 pack @ \$53.95/bottle
Was: 499-901031-75
- Fernet Branca Menta Liq
449-64525-75
6 pack @ **\$22.45/bottle**
Was: 449-64526-75
12 pack @ \$29.05/bottle



Product Updates

Discontinued Items

- Bowmore Voyage
100-4642-75
- Century of Malts
101-4744-75
- Chivas 18 yr.
101-4721-75
- Chivas Regal 12 yr.
101-4711-05
- Chivas Regal (Flask)
101-4724-37
- E & J Reserve VSOP Brandy
375-52581-37
- Gallo Fairbanks Cream
557-95236-15
- Graham's 85 Vintage Port
525-990335-75
- Ice Box B-52
398-59236-75
- Martel Cordon Bleu
351-48656-75
- Passport Scotch
102-9426-75

Discontinued Items (Continued)

- Sandeman Rich Ruby
525-90694-75
- Sandeman Royal Corregidor
550-91886-50
- Ranch Zabaco Port
530-93600-37
- Wild Turkey
151-22117-10
- Wild Turkey
151-22118-17
- Wild Turkey
151-22196-75
- Wild Turkey
151-21946-75



HAPPY HALLOWEEN